

COURSE NUMBER: MBAO550

NUMBER OF CREDITS: 1

COURSE NAME: Strategies for Success

Before the start of the program, students need to complete this required course: Strategies for Success. This is a 1-credit course to help students succeed in Bryant's MBA online program. You will become familiar with the online technology environment, provided by the Blackboard Learning Management System (LMS), and introduced to professors, your success coach and staff at Bryant. Online study skills, time management skills and self-directed learning will also be addressed in this course in order for you to understand how to develop strategies to be a successful online learner!

COURSE NUMBER: MBAO551

NUMBER OF CREDITS: 3

COURSE NAME: Economics

MBAO551 provides students with an overview of Microeconomics and Macroeconomics with an emphasis on understanding key concepts and principles used in business management today. The microeconomics objective of the course is to teach students how to increase a firm's profitability by applying economic analysis to an array of business situations. The macroeconomic objective is to examine the economy in the long run before examining the economy in the short run.

COURSE NUMBER: MBAO552

NUMBER OF CREDITS: 3

COURSE NAME: Principles of Management

MBAO552 provides students of the online MBA program with a conceptual framework of management including planning, organizing, leading, and controlling. The course is intended to review the evolution of management thought, function, and practice, and emphasize current and emerging concepts. The course emphasizes the specific management disciplines related to human resource management, organizational behavior, and operations management.

COURSE NUMBER: MBAO553

NUMBER OF CREDITS: 3

COURSE NAME: Business Research Methods and Statistics

MBAO553 provides students with the conceptual framework and the techniques of business research processes and a foundational understanding of applied statistics that are most frequently used in business research. The course creates an opportunity for students to gain experience in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data.

COURSE NUMBER: MBAO555

NUMBER OF CREDITS: 3

COURSE NAME: Strategic Business Communications

MBAO555 provides students of the e-MBA program with a conceptual framework and specific tools for communicating in today's business environment, facilitating the accomplishment of strategic, academic and professional business goals. The course provides oral, written, presentation, and discussion skills necessary for professional positions and for use within the MBA program.

COURSE NUMBER: MBAO556

NUMBER OF CREDITS: 3

COURSE NAME: Fundamentals of Accounting and Finance

MBAO556 provides students with the conceptual framework of both financial and managerial accounting, with an emphasis on the analysis and evaluation of accounting information as part of the managerial processes of planning, decision-making, and control. The course provides the essential aspects of capital management, financial statement analysis, time value of money, cash flow management, risk and return, sources of financing, and portfolio analysis.

COURSE NUMBER: MBAO558

NUMBER OF CREDITS: 3

COURSE NAME: Strategic Marketing

MBAO558 provides students with the conceptual framework and the challenges of marketing for addressing the problems of an organization in a dynamic political, economic, social, and technological environment. Students will solve a range of marketing problems drawn from both consumer and business markets, as well as specific and general marketing problems.

COURSE NUMBER: MBAO559

NUMBER OF CREDITS: 3

COURSE NAME: Global Business

MBAO559 examines the implication of globalization, and focuses on the analysis of strategic challenges facing business enterprises in a global environment. Issues related to international trade, international strategies, diversity management, and workforce analysis and development are highlighted in order to provide students with the tools and techniques required to succeed in today's competitive landscape.

COURSE NUMBER: MBAO560

NUMBER OF CREDITS: 3

COURSE NAME: Organizational and Strategic Leadership

MBAO560 Organizational and Strategic Leadership is designed to expose students to foundational theories, conceptual frameworks, and methodologies that they will use and apply as supervisors and mid-level managers within an organization. Emphasis is on the skills, actions, and values of mid-level leaders and supervisors. Students will identify and apply leadership models to analyze team and

department issues, formulate solutions, and make sound decisions with a focus on the department, business unit, or team.

COURSE NUMBER: MBA0561

NUMBER OF CREDITS: 3

COURSE NAME: Entrepreneurial Leadership

MBA0561 Entrepreneurial Leadership provides students with the conceptual framework and techniques to think and act in an entrepreneurial family business. The course creates an opportunity for students to look into the dynamics that make up family businesses and to develop the leadership skills required thereunder. The course also looks at succession, new opportunities, and how new members create value for the enterprise with a specific emphasis on leadership within a family owned business.

COURSE NUMBER: MBA0563

NUMBER OF CREDITS: 3

COURSE NAME: Leadership Capstone

MBA0563 is the culminating course for the MBA program. The course synthesizes previous learning with a focus on practical application with an existing operation or organization. Students will research, develop, and produce a comprehensive, multidisciplinary, organizational analysis based on the Baldrige Excellence Framework. The analysis is a systems approach to improving organizational performance.